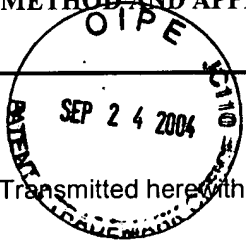
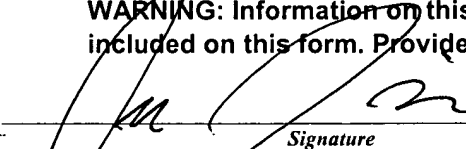
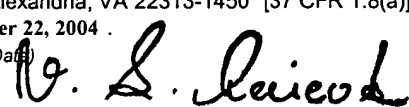
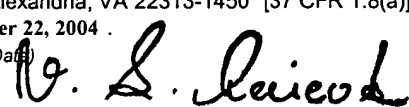
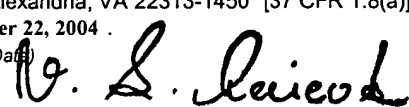
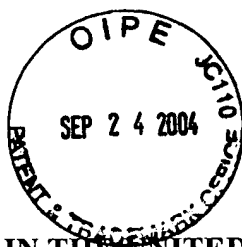


AMENDMENT TRANSMITTAL LETTER (Small Entity)				Docket No. 00-006					
Applicant(s): JAY S. WALKER et al.									
Application No. 09/540,214	Filing Date March 31, 2000	Examiner DURAN, Arthur D.	Customer No. 22927	Group Art Unit 3622	Confirmation No. 9740				
Invention: METHOD AND APPARATUS FOR CONDUCTING A TRANSACTION BASED ON BRAND INDIFFERENCE									
 COMMISSIONER FOR PATENTS:									
Transmitted herewith is an amendment in the above-identified application.									
<input checked="" type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27									
The fee has been calculated and is transmitted as shown below.									
CLAIMS AS AMENDED									
	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE				
TOTAL CLAIMS	90 -	96 =	0 x	\$9.00	\$0.00				
INDEP. CLAIMS	53 -	52 =	1 x	\$43.00	\$43.00				
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00				
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT					\$43.00				
<input type="checkbox"/> No additional fee is required for amendment. <input checked="" type="checkbox"/> Please charge Deposit Account No. 50-0271 in the amount of \$43.00 <input type="checkbox"/> A check in the amount of _____ to cover the filing fee is enclosed. <input checked="" type="checkbox"/> The Director is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 50-0271 <input checked="" type="checkbox"/> Any additional filing fees required under 37 C.F.R. 1.16. <input checked="" type="checkbox"/> Any patent application processing fees under 37 CFR 1.17. <input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.									
WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.									
 _____ Signature			Dated: September 22, 2004						
Jason A. Skinder Attorney for Applicants PTO Registration No. 47,094 Walker Digital, LLC 203.461.7017/phone 203.461.7300/fax Jskinder@walkerdigital.com			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td> I certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on September 22, 2004. (Date)  </td> </tr> <tr> <td style="text-align: center;">Signature of Person Mailing Correspondence</td> </tr> <tr> <td style="text-align: center;">Veronika S. Leliever</td> </tr> <tr> <td style="text-align: center;">Typed or Printed Name of Person Mailing Correspondence</td> </tr> </table>			I certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on September 22, 2004. (Date) 	Signature of Person Mailing Correspondence	Veronika S. Leliever	Typed or Printed Name of Person Mailing Correspondence
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Signature of Person Mailing Correspondence									
Veronika S. Leliever									
Typed or Printed Name of Person Mailing Correspondence									
CC:									

PATENT



Application Serial No. 09540,214
Attorney Docket No. 00-006

3622 \$
Jfw

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

CUSTOMER NO. 22927

Applicants: Walker et al.
Application No.: 09/540,214
Filed: March 31, 2000
Title: METHOD AND APPARATUS FOR CONDUCTING A
TRANSACTIONBASED ON BRAND INDIFFERENCE

Attorney Docket No. 00-006

Group Art Unit: 3622
Examiner: Duran, Arthur D.

**AMENDMENT AND RESPONSE
to the Office Action mailed June 22, 2004**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Examiner:

In response to the Office Action mailed June 22, 2004, please enter the following amendments and consider the following remarks.

09/27/2004 DEMMANU1 00000038 500271 09540214

01 FC:2201 43.00 DA